

Walla Walla County
Quit Line Data Summary
January 1 - March 31, 2002

	County	State
Number of Calls to Quit Line	N = 36	N = 4,096
Percent of Statewide Calls	1.1%	100.0%
Percent of State Population in County¹	0.9%	100.0%

	County %	State %
Gender	N = 36	N = 3,737
Female	55.6%	61.7%
Male	44.4%	38.3%
Race/Ethnicity	N = 30	N = 3,032
People of Color	6.7%	12.8%
White	93.3%	87.2%
Age	N = 30	N = 3,176
Less than 18 years old	6.7%	2.3%
18 - 24 years old	13.3%	16.2%
25 - 34 years old	23.3%	23.2%
35 - 44 years old	23.3%	27.0%
45 years and older	33.3%	31.4%
Education	N = 32	N = 3,209
Did not graduate high school	21.9%	19.8%
High school graduate	37.5%	33.3%
Some college/vocational school	37.5%	36.9%
College graduate	3.1%	10.0%
Caller Type	N = 36	N = 3,483
General Information	13.9%	10.6%
Health care provider	5.6%	3.4%
Tobacco user	80.6%	86.1%
Payer Type	N = 15	N = 2,167
Insured	40.0%	40.2%
Uninsured	26.7%	25.1%
Medicaid	33.3%	34.7%
Heard About	N = 32	N = 3,110
Past caller	3.1%	12.9%
Employer/worksites	3.1%	1.4%
Health care provider	18.8%	17.0%
Television	43.8%	23.9%
Outdoor advertisement (billboard/bus/wall)	0.0%	4.9%
Targeted mailing	0.0%	0.2%
Great Start	6.3%	6.2%
Radio	6.3%	1.1%
Newspaper/Magazine	0.0%	1.7%
Brochure/Newsletter	0.0%	5.2%
Family or friend	12.5%	21.5%
Health Department	6.3%	3.0%
School	0.0%	0.9%